

## ABSTRACT OF THE DISCLOSURE

To provide an image recording method and apparatus that can record and display an image of free pattern without forming the complex wirings in an electrochromic material, and to reduce the manufacturing costs of the image recording apparatus employing the EC material.

A recording sheet 7 having a coloring layer made of an electrochromic material and an electrolytic layer with an increasing electrical conductivity in a specific temperature range is employed, and a recording head 13 with a plurality of heating elements arranged in a linear direction is moved relative to the surface of the recording sheet 7 in the direction orthogonal to the linear direction while at the same time a voltage is applied to the front and back faces of the recording sheet 7, thereby selectively heating the heating elements 11. Thereby, a coloring reaction is caused only in a part where heat is applied by the heating elements of the recording sheet 7 and voltage is applied to form an image on the recording sheet 7.